



**JOIN OUR FIGHT  
FOR CHILDREN AT RISK  
ON THE STREETS**

**MARKETING & COMMUNICATIONS MANAGER (INDIA)**

**RECRUITMENT PACK**

**children** RAILWAY  
Fighting for street children



## WE BELIEVE IN A WORLD WHERE NO CHILD HAS TO LIVE ON THE STREETS

At Railway Children, we fight for vulnerable children who live alone and at risk on the streets, where they face abuse and exploitation. They run away or are forced to leave homes where they suffer poverty, violence, abuse and neglect.

They find themselves living on the streets because they have nowhere else to go and nobody to turn to.

Every day we fight to change their story.

### EVERY 5 MINUTES A CHILD ARRIVES ALONE AND DESPERATE ON A RAILWAY PLATFORM IN INDIA

Abusers know exactly where to find them and how to lure them in. Once in their hands, most street children are lost forever. We're there to reach them first.

With projects in the UK, India and East Africa, we aim to reach these children as soon as they arrive on the streets and intervene before an abuser can.

Our pioneering work enables us to get to children before the streets get to them.



# WE KEEP CHILDREN OFF THE STREETS FOR GOOD

## WE DO THIS IN THREE WAYS

### ON THE STREETS

We race to reach a child on the streets before abusers, drug dealers and traffickers do. Finding them shelter, food and support is the first step.

### IN COMMUNITIES

We work with families, neighbours and wider communities to raise awareness, change perceptions and to help all children get the support they need to stay safe.

### WITH GOVERNMENTS

If the system doesn't change, nothing does. We lobby governments, pressurise and campaign until we get the policy changes that keep children safe, well and off the streets forever.



# WE WILL NEVER STOP FIGHTING FOR STREET CHILDREN. WILL YOU?

At Railway Children, we see ourselves as warriors, united in changing the long-term future for children living alone and at risk on the streets.

Our passion and values underpin everything we do. They unite us and provide the energy and optimism that drives us to work harder and harder for the children and young people we are privileged to help.

If you share our passion and our values, the chances are, you'll fit right in.

## Effectiveness

Our work is constantly judged on results and impact and then assessed to ensure maximum return on investment, both in our programme outputs and financially. Every penny of donors' money is invested with care and attention to detail.

## Innovation

We think outside the box, and are constantly reviewing our work to find new and improved ways of doing the best for our beneficiaries. We lead rather than follow and constantly push ourselves to deliver sector leading work.

## Bravery

We are not afraid to push the boundaries, ask the tough questions, try new things or challenge the norm in order to change the world.

## Honesty & integrity

We will always act with integrity towards our supporters, partners and peers, acting in the best interests of our beneficiaries at all times.

Sound like you? Then read on...



# THE ROLE

## MARKETING & COMMUNICATIONS MANAGER (INDIA)

Salary: Competitive

Location: Gurgaon

Reporting to – Head of Fundraising

# JOB PURPOSE

- The post-holder will be involved in all areas of our marketing both internally and externally.
- Working with the RCI fundraising team and UK marketing department, you will design, develop and implement a strategy that will deliver ambitious brand, fundraising and commercial objectives.
- You will also play an integral part in meeting the needs of our fundraising and programme team here in India.
- Working directly with our international marketing, fundraising, corporate and programme teams you will manage, integrate and deliver cross-channel communications to a diverse range of stakeholders.
- You will monitor, evaluate and report on all our marketing materials to ensure we maximise ROI based on employee hours, third-party costs and the results achieved.
- You will protect and promote Railway Children's international brand across India.

# KEY RESPONSIBILITIES

## LEADERSHIP AND MANAGEMENT

- The development and leadership of the marketing function, working closely with the Head of Fundraising in India to ensure all activities and plans are aligned.
- Leadership and development of all key areas of the RCI marketing strategy, ensuring seamless integration with the wider organisational team and plans.
- Administration of the marketing department.
- Design and implementation of the systems and procedures to ensure the efficient and effective running of the department.
- Preparation of the annual budget and fiscal year projections for RCI's digital programmes in conjunction with directors.

## STRATEGY AND PLANNING

- Contribute to the strategic direction of the department, building plans in line with the charity's overall business objectives, supporting the Country Director and Head of Fundraising to ensure plans remain on track.
- Plan and manage annual departmental budgets.
- Work with the Senior Management Team and where appropriate, external suppliers, to ensure communications complement the overall brand and marketing strategy where appropriate.
- Design and deliver, integrated communications plans, and marketing materials for online and offline channels.
- Ensure implementation of insight, monitoring and measurement processes.

## BRAND

- Act as a brand champion and guardian for the charity and our brand assets across all platforms.
- Ensure continued development, reinforcement and protection of the Railway Children India brand and make sure all assets are continually refreshed, updated and accessible.
- Work with the UK marketing team and any external supplier to ensure consistent use of our brand and strong strategic design across all communications.

## PROJECT MANAGEMENT

- Assist in the management of appeals and campaigns, ensuring alignment with the activities and needs of our fundraising and programme teams.
- Prepare creative briefs, copy and project plans.
- Support the coordination of print and media campaigns, including procurement, production, and distribution of collateral.
- Project manage multiple initiatives simultaneously.

# KEY RESPONSIBILITIES (CONT'D)

## DIGITAL MARKETING & FUNDRAISING

- Work with the UK Digital Marketing Manager to develop and manage a Railway Children India website portal.
- Work with the wider team to seamlessly coordinate all social media content across integrated social media platforms, providing one united voice.
- Service and coordinate web content using and maintaining our content management systems.
- Monitor and manage our use of Search Engine Optimisation and web analytical tools.
- Analyse and interpret digital results and develop and implement strategies that drive maximum revenue generation and growth to ensure short-term and long-term direct marketing programme goals are met.
- Be responsible for approving digital media plans, ensuring the optimal audiences and media outlets are selected for achieving the desired revenue and donor goals for each campaign.
- Assist with tracking and analysis of donations and leads generated through advertising efforts.
- Evaluate the success of online campaigns and suggest changes in strategy accordingly.

## INTERNATIONAL

- Liaise with relevant colleagues in the countries and regions to develop guidance and processes for producing effective and coordinated marketing plans.
- Ensure consistent use of brand assets across the territory, building engagement and understanding with key stakeholders overseas.

## OTHER

- The person may need to undertake any other tasks that may reasonably be required to fulfil the duties of this post.



# ESSENTIAL SKILLS AND EXPERIENCE

- 5 to 7 years of minimum experience in raising significant funds from individual donors.
- Master's degree in Marketing or Communications.
- Experience of building and delivering joint working plans.
- The ability to deliver growth and targets through other people, agencies and own initiatives.
- High degree of commercial astuteness and a passion for growing income.
- Experience of developing strong communication plans.
- Experience of engaging people in a complex, distressing and often hidden issue.
- The ability to segment and target audiences or markets.
- Energetic and highly driven with a sales focus.
- Superior organisational and time management skills and the ability to work to deadlines.
- Strong monitoring and evaluation skills.
- A passion for analysing supporter data and developing insight for targeted campaign activity.
- Proven record in the development and coordination of strategies and goals for online fundraising and lead-generation.
- Ability to clearly and concisely convey information other people may not be familiar with through charts, graphs, and written communication.
- Creativity and an excellent command of the English language are critical communicating persuasively, both in person and in writing.
- Ability to think 'out of the box' is necessary.



# A GREAT PLACE TO WORK.

Railway Children India is a liaison office of a UK charity as well as a section 25 (now section 8) company. In 2013 Railway Children India was established as a not for profit (section 8) company to scale and sustain the impact of our work.

Railway Children has been working in India for over 20 years. We continually strive to provide a positive work environment for all our employees.

This is an exciting time to be joining Railway Children India.

In the next five years we have exciting plans to upscale our work dramatically.

We will work in more locations than ever before.

We will recruit more staff.

We will raise more than 78 crore rupees.

And here's the best part, we will help 120,000 of India's most vulnerable children.

If you would like to be part of this exciting journey, we'd love to hear from you.



# STILL INTERESTED?

## HOW TO APPLY...

To apply for this post, please submit a letter outlining how you meet the criteria and your current curriculum vitae to: **Pooja Srivastava**  
**[pooja@railwaychildren.org.uk](mailto:pooja@railwaychildren.org.uk)**

Applications can also be posted to:

Railway Children (India)  
M12/9  
Lgf  
D L F Phase 2  
Gurgaon  
DEHLI - 122002  
India

We regret that it is not possible to respond to every applicant and only those selected for interview will be notified.

**THANK YOU.**